

WDVA Employee Social Media Guide

Before You Post...

When using Social Media you need to have a strategy on how you are going to use the platforms that you choose. They all have their own uses, so find the strategy that works best for your program goals.

Some questions you may want to ask yourself are:

1. What do I want my audience to do or feel after reading my post? What is the Call to Action?
2. What outcome do I want?
3. How do I keep my audience's interest?
4. What are my audience's needs?
5. What is my unique interest point and how can I share it using social media?
6. Is it likely my audience is using social media or should I consider another avenue?

WHEN IN DOUBT...

Communications@dva.wa.gov

Do's and Don'ts for WDVA Team Members:

Do...

Encourage positive stories about employees, customers, partners, and projects but make sure you aren't violating privacy policies.

Create anticipation. Hints from your staff that big things are coming can often drive interest and engage followers .

Share lots of pictures. Snapshots and even short videos are great ways to express the personality of your program. Again, be sure to respect privacy, but putting faces in front of your followers is a great way to connect.

Plan a social media strategy. Planning is essential to put the power of social media to work. If you're going to use social media, think ahead.

Discuss the do's and don'ts with your team. Your team needs to know exactly what to share and how to share it.

Follow and reshare appropriate posts from other similar organizations and partners on social media

Reach out to your communications team for help!

Don't...

Get into a **back and forth exchange** that can become an argument. If you need to have a conversation, ask them to call directly.

Share private information. Discussing financial information or contact information can violate state and federal laws. Instead, consider sending a private message to the customer and asking them to call you directly.

Make derogatory comments about employers, customers, other agencies, partners or their practices.

Make derogatory comments about customers, ever!

Take a **political stance** or post opinions on politics.

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www.twitter.com/WDVA

"Serving Those Who Served"

WHAT TO POST?

Answer the 5 W's

Who is the Post About? *"Spokane Veterans Home Residents had the time of their life during an annual"*

Why is this Post Important?
"Veterans seeking employment were able to meet with dozens of employers at the ..."

Where is this Post taken at? *"We're in Auburn today for the Auburn Veterans Day Parade....."*

What is this Post About? *"The Women Veterans Advisory Committee is gearing up for the 2018 Women's Veterans Conference in Lynnwood, WA"*

When is this Post Taking Place?
"A chilly December morning....on December 31st, 2017...."

PICK A PHOTO THAT TELLS YOUR STORY

Photo Guidelines:

No Personal Information

Avoid Backs of People

Avoid People Eating

Avoid Meeting Rooms

No Resident or Client Names

Pick a Photo that Shows an Action

Simple Steps for Social Media Success

Educate and entertain. You will need to understand your audience and their desires before you can effectively motivate and inspire them to become more engaged. If you do not keep your audience engaged, they will not want to come back for more.

Provide Fresh and Interesting Content. Make sure your social media platforms stay updated with current events, news, policy changes, new programs or benefits, potential volunteer opportunities and more.

Post at different times of day. Don't post too late in the day, too early in the day or during lunch hours as your audience will be dramatically smaller. If you are posting something that should be viewed on a national level, be understanding of time zone differences.

Be brief, be correct and be done! Get to the point quickly with your post and avoid long sentences, complex words and acronyms.

Be sure when you share that the **content is appropriate** for a State Agency Page. Consider laws and policies around the use of State Resources and Ethics especially around politics or campaigns.

Don't just be a billboard. Pay attention to what your customers are engaged with and continue to provide content that is tailored to their interests. Insights and analytics are a great way to monitor what works and what doesn't.

Experiment with Videos! Can you livestream the event? Is there an event or program representative that you can briefly interview on camera? Videos typically garner more engagement on social media so utilize them effectively to boost your engagement!

Remain consistent and professional! People learn to expect and become comfortable with your brand and your brand's message, so keep the look and feel of any created content professional and in-line with agency priorities.

Stay Alert. Check back on social media platforms daily and try to answer customer questions quickly. Consider setting up an auto-response message with additional contact information for times that you may not be able to quickly respond.

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